



WHAS  
P.O. Box 1100  
Louisville, KY 40201

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015-7010

**Contract #****847967****Schedule Dates**

08/14/12-08/27/12

**Advertiser**

Mike Pence for Govenor Indiana (39072)

**Agency/T-Code**

Strategic Media Placement (7970)/157739025

**Product**

Political - State Governor (1177)

**Brand**

Republican - Political (1692)

**Salesperson**

Johannessen, Jordan (2818)

**Sales Office**

TeleRep - New York

**Buyer Name**

EVERSOLE,WHITNEY

**Phone/Fax**

(765) 643-9503 /

**CPE**

2593

**Account Types**

National/Political Candidate - Agency

**Billing Type**

Weekly/Irregular

**Comments**MIKE PENCE FOR GOVER  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\***Date Entered**

08/13/12

**Last Modified**

08/13/12

**Entered By**

Lisa Nelson

**CO-OP**

No

**Headline #**

06274503

**Demo**

A3564

**Order Type**

Normal

**Package Deal****Commission %**

15.00

**Commission**

\$2,137.50

**Net Total**

\$12,112.50

**Sales Tax****Louisville (WHAS) (WHAS)****By Broadcast Month****Spots****Rate**

Aug. 2012	39	\$12,800.00
Sep. 2012	4	\$1,450.00
<b>Grand Total:</b>	<b>43</b>	<b>\$14,250.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/15/12-08/16/12	5	:30	5:58A- News @ 6am				1	1				2	\$275.00	\$550.00	Louisville (WHAS) (WHAS)	1)1 X PER DAY	8/13/12
2.0	Normal Line / SPOT	08/21/12-08/21/12	5	:30	5:58A- News @ 6am			1						1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	2)1 X PER DAY	8/13/12
3.0	Normal Line / SPOT	08/23/12-08/24/12	5	:30	5:58A- News @ 6am					1	1			2	\$275.00	\$550.00	Louisville (WHAS) (WHAS)	3)1 X PER DAY	8/13/12
4.0	Normal Line / SPOT	08/27/12-08/27/12	5	:30	5:58A- News @ 6am		1							1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	4)1 X PER DAY	8/13/12
5.0	Normal Line / SPOT	08/14/12-08/14/12	5	:30	7A- Good Morning America			1						1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	5)1 X PER DAY	8/13/12
6.0	Normal Line / SPOT	08/16/12-08/16/12	5	:30	7A- Good Morning America					1				1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	6)1 X PER DAY	8/13/12
7.0	Normal Line / SPOT	08/20/12-08/20/12	5	:30	7A- Good Morning America		1							1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	7)1 X PER DAY	8/13/12
8.0	Normal Line / SPOT	08/22/12-08/22/12	5	:30	7A- Good Morning America				1					1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	8)1 X PER DAY	8/13/12
9.0	Normal Line / SPOT	08/24/12-08/24/12	5	:30	7A- Good Morning America						1			1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	9)1 X PER DAY	8/13/12
10.0	Normal Line / SPOT	08/27/12-08/27/12	5	:30	7A- Good Morning America		1							1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	10)1 X PER DAY	8/13/12
11.0	Normal Line / SPOT	08/14/12-08/14/12	5	:30	10:58A- View			1						1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	11)1 X PER DAY	8/13/12
12.0	Normal Line / SPOT	08/16/12-08/16/12	5	:30	10:58A- View					1				1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	12)1 X PER DAY	8/13/12
13.0	Normal Line / SPOT	08/21/12-08/21/12	5	:30	10:58A- View			1						1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	13)1 X PER DAY	8/13/12
14.0	Normal Line / SPOT	08/24/12-08/24/12	5	:30	10:58A- View						1			1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	14)1 X PER DAY	8/13/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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### CO-OP

No

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### Demo

A3564

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$2,137.50

### Net Total

\$12,112.50

### Sales Tax

## Louisville (WHAS) (WHAS)

### By Broadcast Month

### Spots

### Rate

Aug. 2012 39 \$12,800.00

Sep. 2012 4 \$1,450.00

Grand Total: 43 \$14,250.00

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15.0	Normal Line / SPOT	08/15/12-08/15/12	5	:30	5P- 5:29P (ET)				1					1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	15)1 X PER DAY	8/13/12
16.0	Normal Line / SPOT	08/17/12-08/17/12	5	:30	5P- 5:29P (ET)						1			1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	16)1 X PER DAY	8/13/12
17.0	Normal Line / SPOT	08/21/12-08/21/12	5	:30	5P- 5:29P (ET)			1						1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	17)1 X PER DAY	8/13/12
18.0	Normal Line / SPOT	08/23/12-08/24/12	5	:30	5P- 5:29P (ET)					1	1			2	\$300.00	\$600.00	Louisville (WHAS) (WHAS)	18)1 X PER DAY	8/13/12
19.0	Normal Line / SPOT	08/14/12-08/14/12	5	:30	5:29P- News @ 530pm			1						1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	19)1 X PER DAY	8/13/12
20.0	Normal Line / SPOT	08/16/12-08/16/12	5	:30	5:29P- News @ 530pm					1				1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	20)1 X PER DAY	8/13/12
21.0	Normal Line / SPOT	08/20/12-08/20/12	5	:30	5:29P- News @ 530pm		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	21)1 X PER DAY	8/13/12
22.0	Normal Line / SPOT	08/23/12-08/23/12	5	:30	5:29P- News @ 530pm					1				1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	22)1 X PER DAY	8/13/12
23.0	Normal Line / SPOT	08/15/12-08/17/12	5	:30	5:58P- News @ 6pm				1	1	1			3	\$450.00	\$1,350.00	Louisville (WHAS) (WHAS)	23)1 X PER DAY	8/13/12
24.0	Normal Line / SPOT	08/21/12-08/22/12	5	:30	5:58P- News @ 6pm			1	1					2	\$450.00	\$900.00	Louisville (WHAS) (WHAS)	24)1 X PER DAY	8/13/12
25.0	Normal Line / SPOT	08/24/12-08/24/12	5	:30	5:58P- News @ 6pm						1			1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	25)1 X PER DAY	8/13/12
26.0	Normal Line / SPOT	08/27/12-08/27/12	5	:30	5:58P- News @ 6pm		1							1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	26)1 X PER DAY	8/13/12
27.0	Normal Line / SPOT	08/25/12-08/25/12	5	:30	6:28P- News @ 630pm Weekend							1		1	\$200.00	\$200.00	Louisville (WHAS) (WHAS)	27)1 X PER DAY	8/13/12

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28.0	Normal Line / SPOT	08/19/12-08/19/12	5	:30	6A- 8:57A (ET)								1	1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	28)1 X PER DAY	8/13/12
29.0	Normal Line / SPOT	08/26/12-08/26/12	5	:30	6A- 8:57A (ET)								1	1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	29)1 X PER DAY	8/13/12
30.0	Normal Line / SPOT	08/14/12-08/15/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11			1	1					2	\$500.00	\$1,000.00	Louisville (WHAS) (WHAS)	30)1 X PER DAY	8/13/12
31.0	Normal Line / SPOT	08/17/12-08/17/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11						1			1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	31)1 X PER DAY	8/13/12
32.0	Normal Line / SPOT	08/21/12-08/22/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11			1	1					2	\$500.00	\$1,000.00	Louisville (WHAS) (WHAS)	32)1 X PER DAY	8/13/12
33.0	Normal Line / SPOT	08/24/12-08/24/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11						1			1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	33)1 X PER DAY	8/13/12
34.0	Normal Line / SPOT	08/27/12-08/27/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11		1							1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	34)1 X PER DAY	8/13/12
35.0	Normal Line / SPOT	08/15/12-08/15/12	5	:30	11:35P- 12:02A (ET)				1					1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	35)1 X PER DAY	8/13/12

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